



March 3, 2010

Dear Sponsor,

For the second consecutive year, Indianapolis will host the Mayor's Latino Soccer Cup to celebrate and honor the Latino culture in our city. As I said in my 2009 State of the City Address, "We must dedicate ourselves now to increasing our city's international profile."

By hosting this Latino Soccer Cup, and events like it, we will garner a great deal of positive interest from sister countries and cities, which will lead to mutually beneficial economic and educational exchanges. The Mayor's 2010 Latino Soccer Cup will be held August 7-8, 2010, from 9:00 a.m. to 2:00 p.m. at Northwestway Park. As an important member of our community, we need your help to promote education and health among the Latino culture.

The Latinos, through their active participation and contributions to the United States, Indiana and Indianapolis, have greatly enriched American culture and society. Therefore, I encourage people from all walks of life to come and participate. This friendly tournament offers all who attend a chance to engage in various Hispanic cultural activities, but also offers a chance to learn about the importance of education and an overall healthy lifestyle.

Enclosed you will find a sponsor application and a quick facts sheet. The funds raised will be an investment in education to our Latino youth in Indianapolis.

Please, return the application as soon as possible (for specific deadlines, please check the "quick facts sheet"). Thank you for your consideration and involvement. With your help, the Mayor's Latino Soccer Cup will be a great success.

Best Regards,

Gregory A. Ballard
Mayor
City of Indianapolis



August 7-8, 2010 | Northwestway Park

SPONSOR APPLICATION

Please print

Date: _____

Corporate Name: _____

Contact Name: _____ E-Mail: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Fax: _____ Cell: _____

All sponsors, regardless of level, will:

- Be recognized at the event opening ceremony.

- Have an optional covered exhibit space, including one (1) 6' table and two (2) chairs.

Please select your sponsor level:

☐ **Platinum.....\$1,500.00**

Premium placement of logo AND mention on:

- All publicity materials to local media agencies– May 2010 through August 2010
- All print collateral – postcards, brochures, posters – July 2010 through August 2010
- Event website – May 2010 through August 2010• Event site signage – August 7 and 8, 2010
- Honorable mentions from emcees in between games – August 7 and 8, 2010
- Participant T- Shirts – August 7 - 8, 2010

☐ **Gold..... \$1,000.00**

Premium placement of logo on:

- All publicity materials to local media agencies– May 2010 through August 2010
- All print collateral – postcards, brochures and posters – July through August 2010
- Event website – July 2010 through August 2010
- Event site signage – August 7 and 8, 2010

☐ **Silver..... \$500.00**

Placement of logo on:

- All publicity materials to local media agencies– May 2010 through August 2010
- All print collateral – postcards, brochures and posters – July through August 2010
- Event website – May 2010 through August 2010

☐ **Bronze..... \$250.00/In-kind** (services, provide prizes suggested: electronics, gift cards, sport equipments, etc.)

Placement of logo on:

- All publicity materials to local media agencies– July 2010 through August 2010
- Event website – May 2010 through August 2010

Amount Due / Enclosed: \$ _____ Check Number: _____ P.O. # _____

(Pay by check or money order or P.O., please do not send cash)

Payable to:

The Greater Indianapolis Progress Committee
2501 City-County Building
200 East Washington Street
Indianapolis, IN 46204

Upon receipt, signed confirmation will be mailed back to your office for your records.

OFFICE USE ONLY

Date Received: _____ Amount: \$ _____ or In-kind _____ By: _____

Quick Facts:

EXHIBIT SPACE IMPORTANT DATES:

Friday, July 16, 2010 5:00 p.m. Deadline for **Exhibitor** Applications

EXHIBIT MOVE-IN:

Saturday, August 7, 2010 | 8:00 a.m. – 8:30 a.m.

All exhibits must be fully installed by 8:30 a.m.

EXHIBIT LOCATION & HOURS:

August 7-8 , 2010 | 9:00 a.m. to 2:00 p.m.
Northwestway Park
5253 W. 62nd Street & Moller Rd.,
Indianapolis, IN 46268

All exhibits must be open and manned during exhibit hours

EXHIBIT MOVE-OUT:

Sunday, August 8, 2010 | after 2:00 p.m.

Mayor's Office of International and Cultural Affairs
Office of the Mayor
2501 City-County Building
200 East Washington Street
Indianapolis, IN 46204